

ORDER



Orders
Order / Rev: 204940
Alt Order #:
Product Desc: STABENOW FOR SENATE 2012
Estimate: 11848
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 09/11/12 / 09/12/12
Order Type: REG

Primary AE: WOOD Local House
Sales Office: L-GR
Sales Region: Loc

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Stabenow for Senate 2012
Demographic: A25-54
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	12	\$4,975.00	\$4,228.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$4,975.00	\$4,228.75	0.00
Totals	12	\$4,975.00	\$4,228.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/18/12	10/18/12	5am Daybreak 5am Daybreak	CM	5a-6am	--- 1---	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--- 1---			1		\$150.00		0.00				
N 2	WOOD	10/17/12	10/19/12	6am Daybreak 6am Daybreak	CM	6-7a	-- 1- 1--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-- 1- 1--			2		\$400.00		0.00				
N 3	WOOD	10/20/12	10/20/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	----- 1-	:30	1	\$275.00	P4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----- 1-			1		\$275.00		0.00				
N 4	WOOD	10/21/12	10/21/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	----- 1	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----- 1			1		\$250.00		0.00				
N 5	WOOD	10/15/12	10/15/12	Days of Our Lives Days of Our Lives	CM	1-2p	1-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----			1		\$200.00		0.00				
N 6	WOOD	10/18/12	10/18/12	M-F 2-3p Rachael Ray	CM	2-3p	--- 1---	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--- 1---			1		\$125.00		0.00				

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 Product Desc: STABENOW FOR SENATE 2012
 Estimate: 11848

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOOD	10/16/12	10/16/12	M-F 4-5p Ellen	CM	4-5p	- 1 - - - - -	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1 - - - - -	1		\$400.00		0.00						
N 8	WOOD	10/19/12	10/19/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	- - - - 1 - -	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- - - - 1 - -	1		\$675.00		0.00						
N 9	WOOD	10/15/12	10/17/12	LN M-F M-F News 8 @ 11	CM	11-1135p	1 - 1 - - - -	:30	2	\$900.00	P4	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1 - 1 - - - -	2		\$900.00		0.00						
N 10	WOOD	10/16/12	10/16/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	- 1 - - - - -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- 1 - - - - -	1		\$300.00		0.00						
Totals													12	\$4,975.00	